

March Second, Inc.

Advancing the Value of Marketing™

March Second Expands its Analytics Capabilities

Monday October 15, 2007 - Marblehead, Massachusetts

March Second, Inc., a marketing technology and consulting company, announced today that Chris Gooley has joined the firm's consulting team. Chris is a highly regarded marketing analytics expert who brings eighteen years of experience applying quantitative techniques to solving marketing problems.

Chris will work with March Second clients to help them measure and improve the effectiveness of their marketing investments from customer acquisition through retention and growth. He will also take a lead role in expanding March Second's analytical solutions designed to optimize return on marketing across all media, sales and delivery channels.

Previously Chris ran his own analytics and consulting firm with a blue chip client list that included Disney Resorts, ABC Networks, Bain & Company and The Monitor Group. Prior to starting his own firm, Chris was Vice President of Analytics at Knowledge Networks where he led analytics teams in the design of sophisticated research studies, econometric models and analytical solutions. Chris also has significant experience developing analytical solutions for pharmaceutical clients including physician and patient segmentation studies, message preference modeling, discrete choice and pricing models, and forecasting studies.

"I am very excited about the opportunity to team up with March Second and to be involved in the pioneering work they are doing. I've known David and Don since working with them on Veridigm's marketing mix optimization solution. They are committed to making March Second a preeminent supplier of analytical marketing solutions and services and I want to be part of that vision."

"David and I always talked about working with Chris again and we are delighted he has decided to join our team", said Don White, co-founder and managing partner at March Second. "He has a keen intellect and he's passionate about helping clients quantify the value of marketing. We know he will help us raise the bar on how marketing investments can be measured and optimized."

Chris received a Masters Degree in Statistics from Stanford University and graduated magna cum laude with a degree in Applied Mathematics-Economics from Brown University.

About March Second

March Second is a marketing technology and solutions provider that helps companies and marketing teams improve the business building value of marketing investments. Founded in 2007, the company has core competencies in configuring and implementing marketing automation solutions and analytical tools. For more information about how March Second can help you advance the value of your marketing investments call 978-314-6143 or email us at info@marchsecond.com.

www.marchsecond.com